

Chapter 2 “The On Demand Business” Homework

1. Describe what IBM and IBM Business Partners have to deliver breakthroughs in business innovation and productivity that drives the success of businesses in the On Demand Business world.
 - The end-to-end insight and experience necessary to help clients anticipate and navigate the issues, regardless of the entry point
 - A track record of applying end-to-end business and technology experience and expertise to solve clients' needs in the context of their industry
 - Superior offerings designed to meet the requirements of the On Demand Business world
2. What are the 10 things that you need to know about On Demand Business?
 - What's the difference between on demand and On Demand Business?
 - What's happening in the marketplace to make On Demand Business such a hot opportunity?
 - What does On Demand Business mean for my business?
 - What does an On Demand Business look like?
 - Can you demonstrate that On Demand Business is real?
 - What sets IBM apart? What's your competitive differentiation story?
 - What can you sell me today?
 - How can I help my client become an On Demand Business?
 - Who in IBM do I engage to help me sell what a client needs to become an On Demand Business?
 - Where do I go to get started and how do I stay informed?
3. Choose 2 of the 10 things you need to know about On Demand Business questions and answer them.
4. What are the 3 steps to take with your client to get started on the journey of becoming an On Demand Business?
 - Work with your client to determine where they are in their approach.
 - Establish the On Demand Business focus for your client's organization.
 - Work with your client to seek partners that can help speed them along the way.